



Tobacco Tid-bits

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Southwest Washington Health District

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Giving Marlboro Man the Boot

Tobacco prevention advocates are calling on the Philip Morris advertising agency to drop the Marlboro Man. The group INFACT, known for its seven-year-old boycott of KRAFT products (a subsidiary of Philip Morris) is spearheading the boycott because it says the Marlboro Man markets to kids. The Marlboro Man was named the most powerful brand image in the country by Advertising Age. A Center for Disease Control study found that 60% of smokers ages 12 to 18 smoked Marlboros, and that teens favor brands



85% of kids who smoke prefer Marlbro, Camel and Newport, the three most heavily advertised brands.

(Centers for Disease Control and Prevention)

that advertise most heavily. Members of the NAACP and National Black United Front have also joined the cause, calling on Marlboro Man's creator, the Leo Burnett advertising agency, to show some moral backbone and stop marketing to kids. If you would like to help, contact INFACT at 1.800.688.8797 or www.infact.org.

Dead Smokers Save \$!

Sick smokers may be a drain on the health care system— but dead smokers save governments money, according to a study commissioned by Philip Morris. Anti-tobacco campaigners are outraged by the study, calling it unethical and offensive to suggest early deaths are a benefit to society. Researchers looked at the Czech Republic and concluded its government saved \$30 million in 1999 because it did not have to support, house and care for smokers who died prematurely from tobacco-related illnesses. On top of that, the

study said, were the “indirect positive effects” of early deaths— such as savings on health care, pensions, welfare and housing of the elderly— giving the government a net gain of \$146 million from the tobacco industry. Anti-tobacco groups say the study suggests that retired people have no value to society. AP

Smoke Free Camas Dining

You can order a serving of homemade navy bean soup with a buffalo chicken salad at *Smitty's Family Dining* in Camas, but it won't come with a side dish of smoke. The restaurant has been serving food since the 1960's, but on May 1, 2001 owner *Ed Allyn* decided it would no longer allow smoking. Allyn, who has owned the restaurant for four years, says customer's complaints prompted his decision, but he didn't make it alone. “I allowed my employees to vote since the decision could effect their tips, and they said they wanted it to be smoke-free,” said Allyn. He started slow by experimenting with smoke-free weekends a year earlier. He had a great response so he decided to go smoke free permanently. He says he is happy with his decision. He has not lost business, it is a cleaner environment and it is easier to seat people. *Smitty's Family Dining* is located between Camas and Washougal on NE 3rd. They serve breakfast, lunch and dinner, with many homemade items. What a great way to get a good meal and show your support for smoke-free businesses.

Washougal Cessation Class

If you or someone you know wants to stop smoking, here is a low cost option in Washougal. Breathe-Free Plan to Stop Smoking classes will be offered August 7, 9, 12–16 and 20 at 7:00–8:30 PM. The \$20 cost

includes refreshments. For more information, location of class, or to register, contact Marty Wessman at 835-9696.

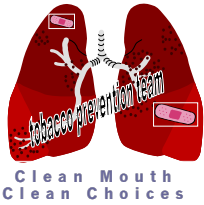
Counseling Ranks High

One of the most effective ways to save lives and reduce health cost is anti-smoking counseling, according to a new study, conducted by the nonprofit *Partnership for Prevention*. The study found that anti-smoking counseling for adults and vaccinations for children ranked highest as the most effective medical services for prevention. The study, appearing in the July issue of *American Journal of Preventive Medicine*, also found that prevention typically reaches less than half of its targeted audience. AP

Teens Outraged by Tobacco

Two Clark County teens joined 250 teens state wide at the *Outrage 98119 Youth Tobacco Prevention Summit* in Seattle. The two-day event took place in late June at Pacific University, where teens attended workshops focused on tobacco prevention and cessation. The teens explored youth tobacco access, communications skills and coalition development. “I gained some valuable information about getting the BREATHE message across effectively and about working efficiently with local businesses and lawmakers to accomplish projects,” said Sarah Yamin, a Junior at Skyview High School and member of BREATHE youth tobacco prevention team. “I was most impacted by the realization that what I had assumed to be common knowledge about tobacco and particularly the practices of the tobacco companies was not necessarily information widely known among other youth.” The Summit was sponsored by the Washington State Department of Health.

BREATHE Honored



Local students who attended the Outrage Summit came back with even more than important tobacco prevention skills.

They also brought home an award! BREATHE, a youth tobacco prevention group coordinated by the SW Washington Health District, was recognized by Washington State Secretary of Health Mary Selecky. The **SELECKY AWARD** recognizes outstanding commitment and achievement in reducing teen tobacco use. "This is a tremendous honor," said BREATHE member Robyn Southard, a senior at Ridgefield High School. "It's an awesome way to award kids for their work against tobacco."

Gay Pride Events

"Saturday in the Park," Vancouver's Gay Pride Celebration in July, featured a tobacco cessation booth hosted by the Southwest Washington Health District. The booth had materials tailored for gays, lesbians, bi- and transsexuals. "The Quit Kits were definitely the most popular item on the table," said Theresa Cross, the District's Health Educator who manned the booth. "We gave out 30 of them to people who came by and asked about quitting." And in Seattle, Washington State Department of Health staff members drove a car decorated with Quit Line banners in the Seattle Gay Pride Festival and March June 24. The three-member crew handed out 6,000 Quit Line lollipops along the two mile parade route as well as Quit Line promotional materials. Studies have shown that

sexual minorities smoke at a higher rate than members of the general population, and that tobacco companies advertise heavily in gay magazines. The Health District has a limited number of Quit Kits specifically tailored to this population. For more information, contact James Lanz at 360.397.8416; or for general quit kits, contact the state Quit Line.

Quit Line

877-270-STOP

877-2 NO FUME

1-877-777-6534 (TTY)

Free ETS Resources

The Environmental Protection Agency is offering two free tobacco smoke resources that you can use to implement tobacco prevention programs in your community. PROTECTING CHILDREN FROM EXPOSURE TO SECOND HAND SMOKE is a binder full of educational materials and tools, including the video POISONING YOUR CHILDREN. "The materials are high quality and the children's art is adorable," said District Health Educator Pam Walker. Pam is using the kits as a complement to environmental tobacco smoke gift bags she is preparing with the target populations: WIC and Parent and Child Health, expecting parents, new parents and foster parents. The EPA also has a smoke-free HOME PLEDGE program that your community may participate in. Just call **1.800.513.1157** and request these free community resources. *Washington State Department of Health, Tobacco News.*

Tobacco Tax will go to Vote

An initiative that would raise the cigarette tax by 60 cents has received enough signatures to appear on the November ballot. I-773 would use the additional tobacco tax revenue to improve the health of low-income children and adults by expanding access to Washington State's Basic Health Plan. For more information check www.alaw.org.

GAS Gets SLAM!ed

Organizers of the upcoming Great American Smokeout are thrilled that Leslie Nuchow of SLAM! records will perform at the event. Leslie is a New York based singer/songwriter and activist. She has performed at Lilith Fair, shared the stage with the Dixie Chicks, and will appear on the Rosie O'Donnell Show. But when Leslie was asked to participate in a high-profile promotion run by Virginia Slims cigarette company, she turned them down and started Virginia SLAM! Leslie believes that music has the



power to heal and should not be used to harm. Virginia SLAM! is an organization committed to exposing corporate deception and exploitation. Leslie is also very appealing to teens. Her SLAM! videotape was recently played at a local TATU meeting, and students said her anti-tobacco message and music had a big impact on them. Organizers feel she will be a big draw for local Great American Smokeout events. Planning is just beginning, and they could use more volunteers on the committee. If you would like to help, contact committee chair David Killaby, 360.699.1994. The Great American Smokeout will be November 15.

July/August Calendar of Events

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| July 25 | Great American Smokeout planning committee meeting. Health District, 2:30–4 PM. Contact: David Killaby, 360.699.1994. |
| August 2 | Statewide meeting, "Cessation Efforts at the Local Level." 9 AM–1 PM, Leavenworth. Hosted by Snohomish Health District. To register contact: Jonnae Tillman, 425.339.8634 |
| August 9 | Tobacco Free Coalition of Skamania County meeting. Skamania Courthouse Annex, 3:30–4:45 PM. Contact: James Lanz, 360.397-8416 or Susie Strom, 509.427.9490 x297 |
| August 15-19 | Skamania County Fair featuring the secondhand smoke prevention booth "Blow Bubbles Not Smoke." Contact Pamela Walker, 360.397.8215 x3156. |
| August 21 | Cessation Task Force meeting. Southwest Washington Medical Center Memorial Campus, 100 E 33rd Avenue, Vancouver, Fir/Willow Room, 2:30–4 PM. Contact Pam Johnston, 360.750.7500 x133 |

Please let us know if you have a tobacco related event you would like posted here.